


The Association Day Program

N the court of the Southern Counties Building, near the East gate, will be displayed a collection of Seasonable Tree and Shrub specimens, correctly and plainly labelled, including acacias, eucalyptus and berry-bearing shrubs. This will be arranged with a view to its greatest educational value.



PROGRAM

- 11:00 a. m.—Tour of Lathhouse and Conservatory, with adjacent grounds. Informed guides will be in charge to make this interesting and instructive.
- 12:00 m.—Luncheon at Alhambra and Picnic in Pepper Grove.
- 1:30 p. m.—Personally conducted tour from Main Entrance through Southern part of grounds, arriving at—
- 2:45 p. m.—New Mexico Building. Illustrated Lecture by Mr. Dudley of the U. S. Forest Service.
- 3:15 p. m.—Resumption of tour, to arrive at Southern Counties Building at—
- 4:00 p. m.—Professor Stevens of the Landscape Department of the State University, Berkeley, California, who will lecture on "Shrubs".
- 5:00 p. m.—Autochrome Pictures by Harold Taylor in the lecture room of the Southern Counties Building.
- 6:00 p. m.—Dinner at the Alhambra (no formal dinner will be arranged; only an opportunity given to sit together for those who so desire, and possibly a short address.)
- 7:30 p. m.—Reception in the Southern Counties Building.
- 8:00 p. m.—"Vicissitudes of a Floral Association," by Alfred D. Robinson.
- 8:30 p. m.—Pictures from Cuba with explanations by Mr. E. Howard, of Los Angeles.

Women's Board to Welcome Visitors

All day at The Women's Headquarters, in the California Building, the ladies will receive in compliment to the Floral Association.

Get the Plant Names To-Day

Do you see any plants or shrubs that you would like to have in your garden? If you do, then make a note here

SOUVENIR PROGRAM

OF

San Diego Floral Association Day

AT THE

PANAMA-CALIFORNIA EXPOSITION
SATURDAY, DEC. 4, 1915



ALSO A SYLLABUS OF THE 1916 MEETINGS OF
THE SAN DIEGO FLORAL ASSOCIATION

Renewing Old Acquaintance



THE San Diego Floral Association, founded some ten years ago with the avowed object of developing the natural advantages of the city from a floricultural standpoint, has more than justified its existence and stands today stronger than ever and more determined to make of San Diego the Botanical Paradise it should be.

Its power has never been a financial one, for its perfectly negligible dues of \$1.50 per year, which sum includes its monthly organ and garden guide, "California Garden," would not have sufficed to pay running expenses had not officers and members donated a world of time and much of more material sort. This well known fact, however, has made its influence stronger and more widespread, for no one has been able to ascribe to the officers any motive for their activities outside of the avowed one to make the city look better and smell sweeter.

To all those who believe in a city beautiful for a home, the San Diego Floral Association offers an opportunity to show forth the faith that is in them, and the communion of kindred spirits. It has a large membership but on its rolls should be every citizen to whom the word "garden" means something more than so much of a water bill per month.

The Secretary is Guy T. Keene and he gives applicants a receipt for dues, without asking any further reference than the coin, at 727 E Street, or any other place he may happen to be.

ALFRED D. ROBINSON,
President.

Floral Association Meetings 1916

Regular meetings of The San Diego Floral Association on the third Tuesday of every month at 8:00 p. m.

January 18—(a) "Growing Plants from Seeds." (b) "Pruning." With Mrs. Frank A. Salmons, 2440 C Street.

February 15—(a) "Roses, How to Plant and Prune." (b) "Lawns." With Mrs. L. A. Blochman, First and Thorn Sts.

March 21—(a) "Annuals." (b) "Propagation by Cuttings and Division." With Mrs. W. S. Dorland, 3500 Seventh St.

April 18—(a) "Dahlias." (b) "Irrigation." With Mrs. Wm. Simison, Glenartney Station, Point Loma.

May 16—(a) "Lath-house." (b) Begonias." With Mrs. Herbert D. Field, 3026 Date Street.

June—Date to be announced. Annual meeting and Election of Officers.

July 18—(a) "Ferns." (b) "Fall Blooming Plants." With Mrs. W. L. Frevert, 3535 First Street.

August 15—(a) "Violets." (b) "Planting Seeds for Winter Blooms." With Mrs. I. D. Webster, 1028 Thirty-second St.

September 19—(a) "Iris and Kindred Plants." (b) "Soils and Fertilizers." With Mrs. M. Kew, 3224 Park Avenue.

October 17—(a) "Bulbs." (b) "Berry-bearing Plants and Shrubs." With Mrs. A. H. Sweet, 435 W. Spruce Street.

November 21—(a) "Trees." (b) "California Wildflowers." With Miss Alice Lee, 3564 Seventh Street.

OUT-OF-DOOR MEETINGS

First Tuesday of the month in the afternoon:

March 7—Mrs. John Boal, The Terrace, National City.

April 4—Miss Sessions, Pacific Beach.

May 7—Mrs. O. E. M. Howard, National City.

June 6—Mrs. Alfred D. Robinson, Rosecroft, Point Loma.

July 11—Mrs. Erskine J. Campbell, Point Loma.

August 1—Mrs. Charles W. Darling, Marcellita, Chula Vista.

September 5—Mrs. F. T. Scripps, Braemar Manor, Pacific Beach.

October 3—Mrs. Thomas Kneale, Kneale Park.

November 7—Mrs. George Sturges, Ocean Boulevard, Coronado.



San Diego Floral Association

OFFICERS AND DIRECTORS

Alfred D. Robinson, President.
Miss K. O. Sessions, Vice-President.
L. A. Blochman, Treasurer.
Guy T. Keene, Secretary.
Miss A. M. Rainford.
Mrs. Thos. Kneale.
Miss Alice Lee.

Secretary's Office, 727 E Street; Phone Main 584.

"The California Garden", official organ of the Association, published monthly, general circulation, \$1.00 per year. Ask for a sample copy.

Floral Association dues, \$1.00 per year. All men and women interested in plants and flowers are eligible to membership.

Floral Association Dues and California Garden, both for one year, \$1.50.

"Garden Helps", by Geo. P. Hall, is a book on gardening specially adapted to the Southwest, price 75c. On sale at seed and book stores, or may be secured at the Secretary's office, 727 E Street.

